

**:WAKE-UP. FEED.
SCHOOL. FEED.
WORK. HOME. FEED.
BATHE. BED.**



**Idaho Governor's Council on
Adolescent Pregnancy Prevention**

Accomplishments 1996-2002

The mission of the Idaho
Governor's Council on Adolescent
Pregnancy Prevention is to reduce
teen pregnancy in Idaho
by increasing the number of
teens choosing abstinence.

*Teens state that parental involvement,
church involvement and having defined goals
are top reasons for abstaining from sexual activities.
IGCAPP addresses the needs through its media,
community and educational efforts.*

Council Structure

The Idaho Governor's Council on Adolescent Pregnancy Prevention was first established by Governor Andrus in 1994. Governors Batt and Kempthorne have continued this commitment to reducing teen pregnancies in Idaho by ongoing support for the Council.

IGCAPP develops, implements and evaluates a statewide, nationally recognized media campaign, and works collaboratively with other partners to help communities mobilize local action, build strong coalitions, and develop successful public relations activities.

Membership:

The council consists of 16 members appointed by the Governor representing:

- Adolescents
- Health Care Providers
- Parents
- Clergy
- Local Elected Officials
- Private Businesses
- Education
- Media
- Public Health/Welfare

Subcommittees:

The council has three committees which serve as liaisons to the community:

- Media (mass media, public relations)
- Community Infrastructure (community coalitions, partners)
- Educational Resources (educational materials, website, partners)

The Council also works collaboratively with the State Adolescent Pregnancy Prevention (APP) Program and its community coalitions:

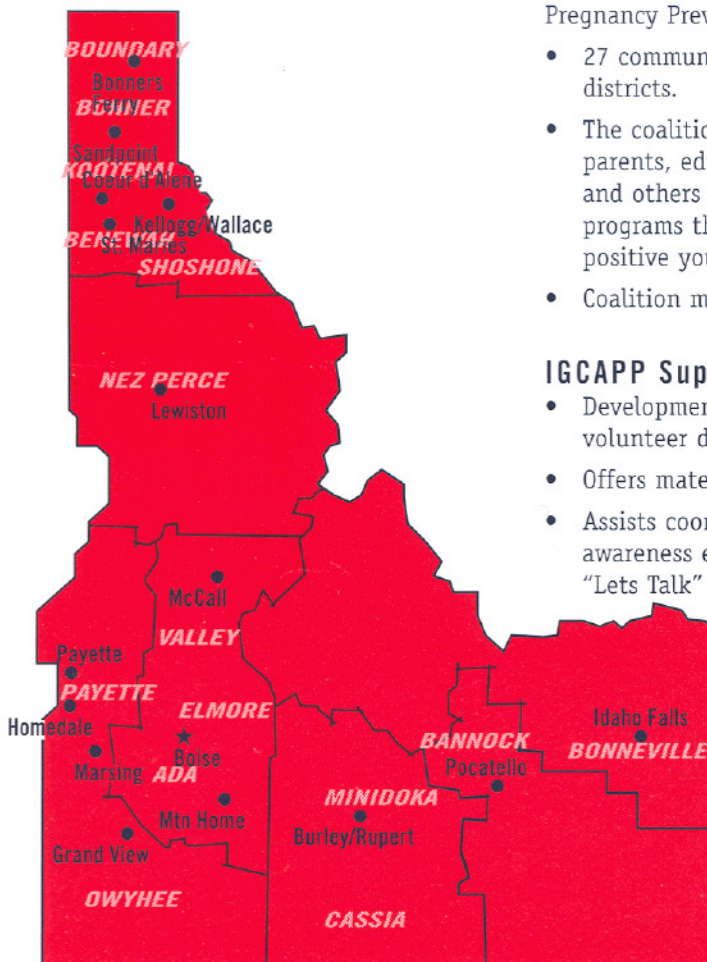
- 27 community coalitions have been formed in Idaho's seven health districts.
- The coalitions are a grass roots effort to bring together teens, parents, educators, clergy, health workers, social workers, business, and others to work on community-based teen pregnancy prevention programs that provide abstinence education activities addressing positive youth development, mentoring programs and self-esteem.
- Coalition membership is currently over 300 volunteers statewide.

IGCAPP Support for Coalitions:

- Development of a resource manual for planning and executing volunteer drives, media events and community activities.
- Offers materials, workshops and trainings for coalition coordinators.
- Assists coordinators in organizing national and local community awareness efforts (e.g. Teen Pregnancy Prevention Month, May, and "Lets Talk" Month in October).

You can make a difference

Teens, parents, grandparents, teachers, and members of the community are working together to prevent teen pregnancy. To join them, call your local health department's adolescent pregnancy prevention coordinator, or log on to IGCAPP's website: [www.state.id.us/teenpregnancy/community partners](http://www.state.id.us/teenpregnancy/community%20partners)



Media Campaign

- Radio and television ads broadcast teen pregnancy prevention messages tagged: "Sex lasts a moment... being a parent lasts your whole life."
- Messages are targeted to both youth and their adult caregivers, with the primary (78%) focus on adolescents.
- 2001's statewide radio and television campaigns reached over 90% of Idaho's teens, pre-teens, and adults 25-54 years of age.
- The impact of the 2001 schedules delivered over 12 million teen exposures and 4.6 million adult exposures.
- Teen commercials air in television programs and on radio stations that attract large teen audiences.
- Adolescent messages are developed with youth input and tested prior to airing.
- A toll-free number is provided to encourage adult viewers of the ads to request and receive additional information on teen pregnancy prevention.
- IGCAPP regularly funds a statewide telephone survey to measure the effectiveness and credibility of the media campaigns.

Highlights of Media Campaign Survey

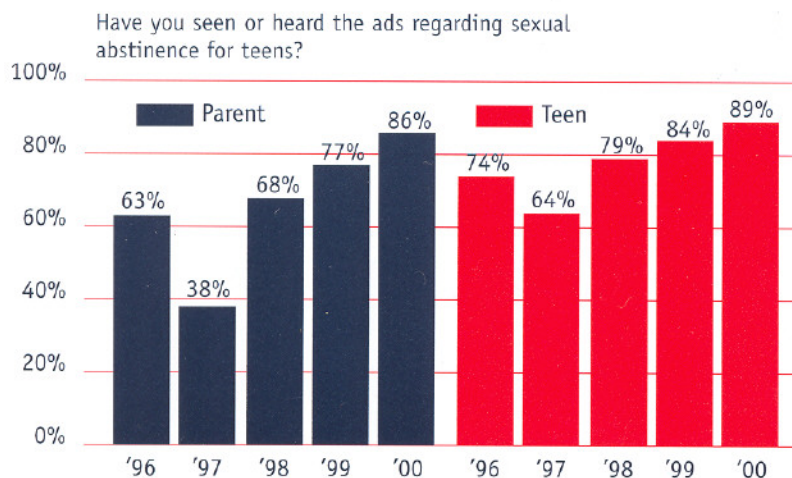


Figure 1

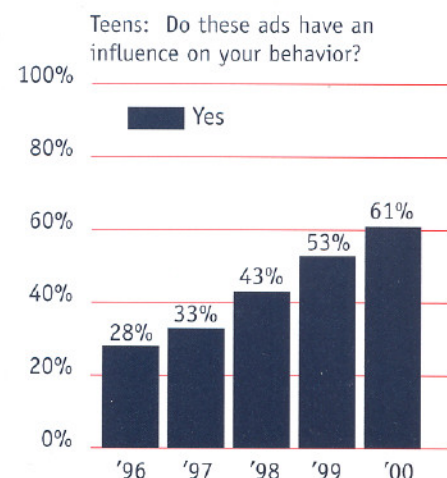


Figure 2

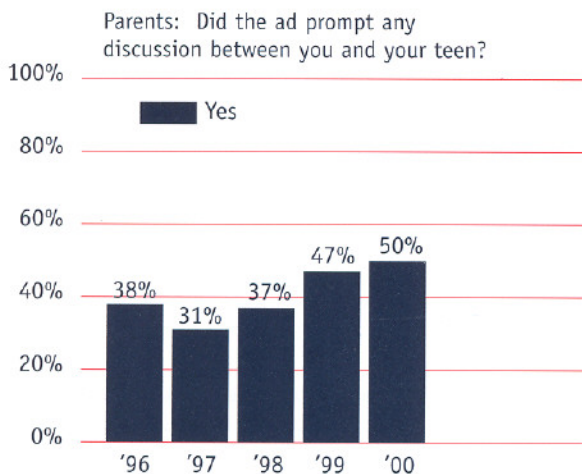


Figure 3

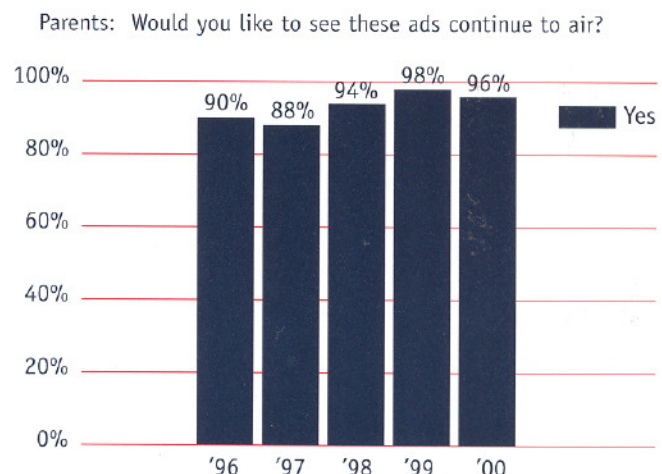


Figure 4

Teen Facts

- In 2000, 2,684 Idaho teens, aged 15-19 years old got pregnant; 1 in 4 of these pregnancies were repeat pregnancies.
- Almost 800 of these teens were between the ages of 15-17.
- Nationally, nearly 1,000,000 teens become pregnant each year—eight in ten of these pregnancies are unintended—and 80% are to unmarried teens.
- The national teen birth rate has declined slowly but steadily from 1991 to 2000 with an overall decline of 15% for those ages 15 to 19, but the U.S. still has the highest rates of teen pregnancy and births in the western industrialized world.
- Teen pregnancy costs the U.S. at least \$7 billion annually.

Did You Know:

- Children born to teens are more likely to have health and school problems, and are at greater risk of abuse and neglect.
- Teen parents are less likely to finish school, get married, or find good jobs.
- Teen parents are more likely to end up on welfare. Their children are more likely to land in prison.

Working together to prevent children from becoming parents.

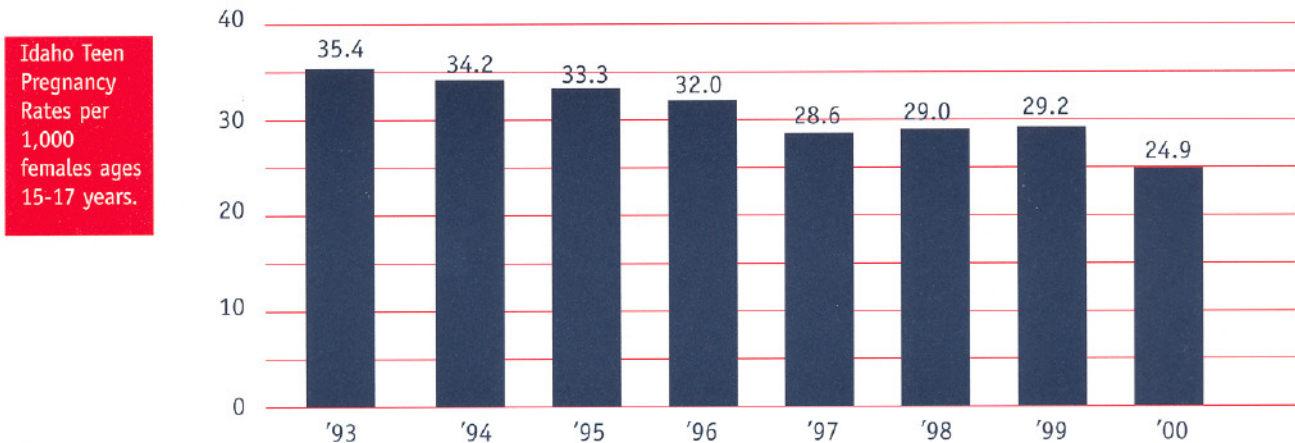


Figure 5

IGCAPP Address:

Adolescent Pregnancy Prevention Program
P.O. Box 83720
Boise, ID 83720-0036
208/334-5957

www.state.id.us/teenpregnancy

Sources:

- Media Campaign Survey Research
- The National Campaign to Prevent Teen Pregnancy
- Center for Vital Statistics and Health Policy, Division of Health, Idaho Department of Health and Welfare
- Kids Having Kids, A Robin Hood Foundation Special Report on the Costs of Adolescent Child Bearing
- teenpregnancy.org

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For more information, brochures, referrals or education about adolescent pregnancy prevention through abstinence, call

Idaho CareLine
Department of Health & Welfare
CONNECTING PEOPLE WITH SERVICES
800-926-2588
TDD 208-332-7205